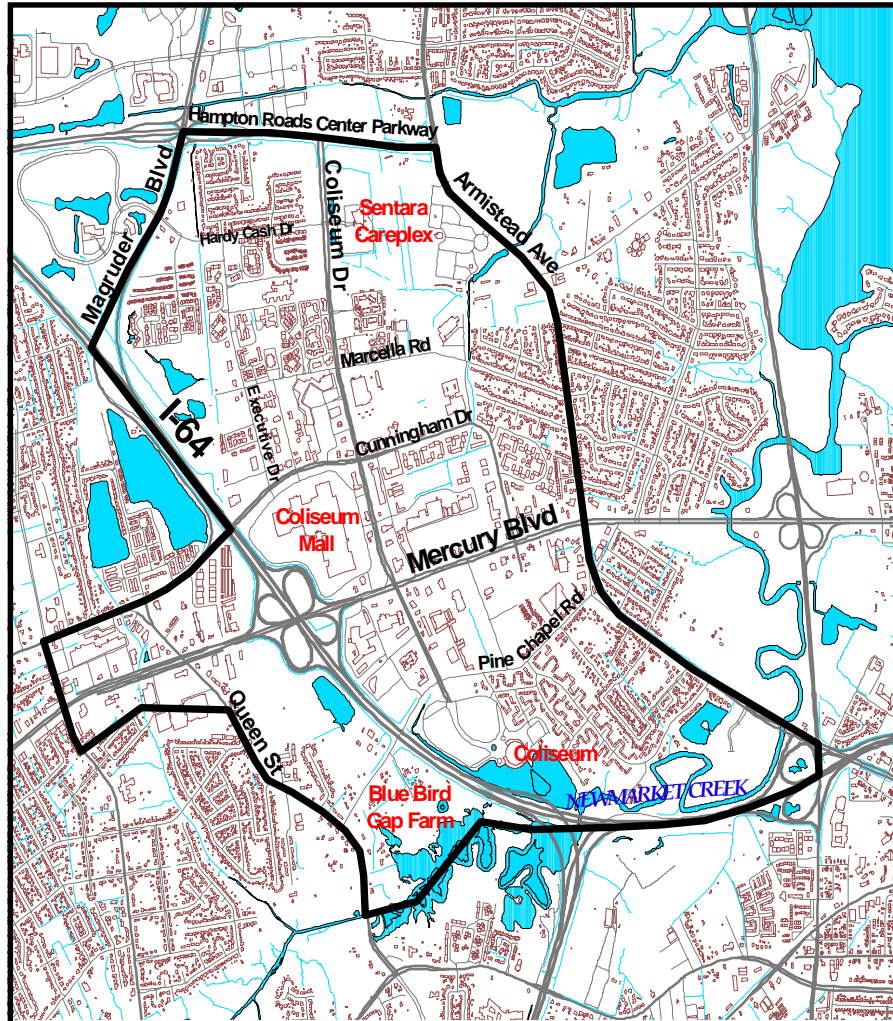


COLISEUM CENTRAL BUSINESS IMPROVEMENT DISTRICT MASTER PLAN

(NOTE: This plan has been endorsed in concept by Hampton City Council in February 1997, but has not been formally adopted as an addendum to the City's Comprehensive Plan)



The City and the business community formed the Coliseum Central Business Improvement District (CCBID) in an effort to maintain and improve the District's standing as the leader in the local and regional marketplace. As one of the first steps toward this goal, the BID undertook a study to prepare a master plan and design guidelines for the District. The master plan will guide future decision-making with respect to appropriate uses, and their locations within the CCBID, by providing a framework for development. It will also establish a theme or character for Coliseum Central, improving the physical setting and providing the District with a new image.

Key Issues

- Lack of clarity, unplanned nature of development, low density, with large building setbacks.

Recommended Actions:

- Break down the scale of the super blocks with new streets and public open spaces.
 - Encourage diverse new uses to be located within the existing zones of use.
 - Plan and site new development to “densify” the area.
- Dominance of parking and roadways, lack of landscaping along streets and within parking lots.

Recommended Actions:

- Develop consistent and continuous pattern of streetscape planting along all streets.
 - Add landscaping within the interior of existing and proposed parking areas.
- Lack of open space in the interior of the CCBID area.

Recommended Action:

- Develop a clearly defined network of open spaces with parks, urban greens with opportunities for passive and active recreation.
- Mercury Boulevard - a 12-lane cross section where 8 lanes are sufficient, with a high frequency of curb cuts.

Recommended Action:

- Rebuild Mercury Boulevard to 8 lane with landscaped medians and reduced curb cuts.
- Access from I-64.

Recommended Actions:

- Encourage VDOT to evaluate the addition of access from southbound I-664 to westbound I-64.
 - Strive to improve access from I-64 by the CCBID by requesting that VDOT include an evaluation of access improvements in its current planning study.
- Difficult access and visual obtrusiveness of the fly-over

Recommended action:

- The fly-over should remain until it becomes dysfunctional.

Recommendations

- The area east of Executive Drive and south of Marcella Road should be developed as a public green area as the focus of a new entertainment-oriented retail district that complements the existing retail. New retail uses might include bookstores, restaurants, and ice cream and coffee shops. The public green area will provide needed open space for festivals, fairs and seasonal events in a key location, central to the CCBID area.
- The City's existing Bluebird Gap Farm property and the undeveloped parcel of land at the southwest corner of Pine Chapel Road and Interstate 64 are proposed as an outdoor themed entertainment district.
- The master plan proposal for the Pine Chapel area introduces a water feature, Newmarket Canal and an expanded lake at the Coliseum to accentuate the image of Hampton as a water-oriented community. The addition of a conference/hotel complex and future office space along the I-664 extension is proposed, with new retail/restaurant opportunities to serve the office and conference complex. An extensive network of recreational open spaces with trails along Newmarket Creek is proposed to link the Canal area with other parts of the city.
- Mercury Boulevard west of I-64 should see enhancement of its current retail orientation, with emphasis on automobile sales and home improvements. Streetscape improvements are recommended.
- The hotel area south of Mercury Boulevard should be enhanced and reinforced by improving pedestrian and vehicular circulation, and introducing a new park.
- Medical uses should be emphasized along Coliseum Drive north of Marcella Road, in the area around the new Sentara Careplex.
- The residential area north of Hardy Cash Drive should remain unchanged.
- In the immediate future, the Speegle Village residential area should remain unchanged. At such point that the majority of residents choose to leave, the area is suitable for office or higher density residential development.
- Open space should be provided along Newmarket Creek, the Coliseum lake, in the hotel area, on Von Schilling Court, and along Mercury Boulevard.

- Mercury Boulevard should be transformed into the “Mercury Mile”, celebrating Hampton and its relationship to the water and natural environment of the tidewater area. Water related icons could be arrayed along the Boulevard at key locations in the center median. Streetscape elements such as lighting, bus shelters and banners, in forms, shapes and materials that allude to the natural environment, in a contemporary or futuristic style, could be introduced to identify the District, with a personality unique and specific to Hampton. Light fixtures along the Mercury Mile might be designed or selected to reinforce the theme, drawing on the symbol for Mercury, the god of Commerce, water, and other elements of the environment for design inspiration.
- The primary gateway to the District is the intersection of Coliseum Drive and Mercury Boulevard and it should include a new visitor center and community building. Water features and new plantings are suggested for the I-64 cloverleaf at Mercury Boulevard to introduce the water theme to travelers on the Interstate. In addition, signage, banners or other graphic elements could be added to the Interstate overpass at Cunningham Drive and Pine Chapel Road to reinforce the theme and identity of Coliseum Central.
- The proposed streetscape treatment for Coliseum Drive includes a new landscaped median south of Mercury Boulevard and street trees and special lighting north of Mercury Boulevard. These should reinforce the water theme of the CCBID, but differentiate Coliseum Drive from Mercury Boulevard.
- Pine Chapel Road, Cunningham Drive and other secondary streets should share some streetscape elements from Mercury Boulevard and Coliseum Drive, but elements should be scaled to reflect the appropriate character. Pedestrians are more likely to use the sidewalks along secondary streets and the design should reflect and encourage such use, incorporating trash receptacles and benches.

NOTE: The Coliseum Central Business Improvement District Master Plan also recommends the development of design guidelines for new development and redevelopment. These guidelines are currently being developed and will be incorporated into the CCBID Master Plan prior to final adoption by City Council.

For further information or a full copy of this plan, call the Hampton Planning Department at (757) 727-6140.